



## **BANNER PROPOSAL PACKET**

This proposal packet is for non-profit organizations desiring the City to exhibit banners for community events on the Maple Street banner poles in Old Town Auburn and the banner poles near the intersection of Lincoln Way and High Street intersection in Downtown Auburn. It contains:

- Banner Proposal
- Auburn Banner Policy and Guidelines

Return the completed banner proposal and required artwork to staff of the Planning and Building Department at the Public Services Counter Room 3. 1225 Lincoln Way, Auburn CA 95603. If the proposal is accepted, the City will install and remove the banner per dates determined by the City.

There is a \$100 fee for the City to review the banner proposal, and to install the banner.

For information regarding the banner proposal process, please contact Russell Koch, Department of Public Works (530) 823-5211, x 130 or Amy Franklin x136.

## BANNER PROPOSAL



### Proposer:

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Banner Content and Promotion Information

1. Name of Event: \_\_\_\_\_

2. Description of Banner Content: \_\_\_\_\_

3. Banner Location: **Maple Street in Old Town** \_\_\_\_\_ **Lincoln Way & High Street** \_\_\_\_\_

4. Proposed Exhibit Dates: **Installation Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Removal Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_

5. Please attached camera-ready artwork, or proof, illustrating design, color, text, graphics and dimensions for the banners. Artwork must show entire contents of banner messaging, including all artwork for multiple designs. (See Attached Spec Sheet). Artwork must be on both sides of Banner. Proposing party's name must be on the Banner.

6. Proposal & Installation Fee: \$100.

7. Banner must be delivered to Room 3 at Auburn City Hall at least five working days before the display period along with paperwork and payment. Pickup Banner no later than ten (10) days after the banner comes down. **Banner will be discarded 10 days after the display period is complete or banner is removed.**

**Proposal Submitted by:**

\_\_\_\_\_  
*Name and Title of Authorized Organization Representative*

\_\_\_\_\_  
*Date Submitted*

**FOR CITY OF AUBURN USE:**

Proposal Reviewed by: \_\_\_\_\_

Date: \_\_\_\_\_

Banner Location: \_\_\_\_\_

Approved: \_\_\_\_\_ Denied: \_\_\_\_\_

Reason: \_\_\_\_\_

# **DOWNTOWN/OLDTOWN AUBURN**

## **STREET BANNER POLICY AND PROGRAM GUIDELINES**

**Adopted November 25, 2019 Reso 19-94**

### **PURPOSE:**

It is the goal of the City of Auburn to design, install, and maintain improvements within public rights-of-way in a manner that facilitates, and does not adversely impact, the primary purpose of public rights-of-way, which is the safe and effective travel of vehicles, bicycles, and pedestrians on public streets and sidewalks.

Supplemental to these fundamental purposes of City rights-of-way, the City finds that limited spaces within rights-of-way in the Downtown/Oldtown Banner Area may be used by the City to communicate important City messages to the public, without adversely impacting the primary purposes identified above, as long as the guidelines set forth in this document are followed. In order to implement the use of banners within City rights-of-way in the Downtown/Oldtown Banner Area to communicate a City message, the City Council hereby adopts these Downtown/Oldtown Area Street Banner Policy and Program Guidelines ("Street Banner Program Guidelines" or "Program Guidelines").

The goals of the Street Banner Program Guidelines are as follows:

- To use well-designed banners across City streets as an effective tool to accentuate city streetscapes and convey important City messages to the public;
- To welcome visitors to Auburn's downtown/oldtown and highlight key gateways to the area;
- To announce and publicize events that are open to the public, including special community events, cultural facilities; to designate geographic areas; and market the downtown to visitors and locals alike;
- To establish uniform procedures for the design, installation, maintenance and removal of banners; and
- To limit and regulate the use of banners pursuant to these Program Guidelines in order to not adversely impact the primary purposes of the use of City rights-of-way, which is the safe and effective travel of vehicles, bicycles, and pedestrians on public streets and sidewalks.

The Street Banner Program Guidelines shall only apply to banners located within City rights-of-way or City property, generally within or immediately adjacent to the City's downtown/oldtown areas. This policy shall not apply to any City Park. Banners placed on private property are regulated by the City's Sign Ordinance in Auburn Municipal Code section 159.185 et seq.

The City Council hereby authorizes the City Manager or his or her designee to implement the Street Banner Program Guidelines in accordance with the following goals, policies, procedures and guidelines. All references in these Program Guidelines to "City Manager" shall mean the City Manager or the City Manager's authorized designee.

## **GUIDELINES:**

### Program Eligibility

The City may use banners in the Downtown/Oldtown Banner Area to promote the following:

- Local community events open to the public which are held by governmental or non-profit entities.

The City will not allow banners to be used to promote any activity that is not open to the public, any activity for which the City is precluded from spending public funds (such as political campaigns), any activity that is not in compliance with any local, State, or federal law, or any image or message that is inconsistent with the Street Banner Program Guidelines.

The City has two Banner Poles available:

Old Town      Between the Placer County Courthouse and 130 Maple Street.

Down Town:    Located near the four way signal light at the Lincoln Way and High Street intersection.

### Banner Proposal Required

If a person desires to assist the City in communicating a City message on a banner that is consistent with these Program Guidelines, the proposer must submit a proposal to the City in compliance with these Program Guidelines.

The City, through the City Manager, retains complete discretion to determine whether or not a particular proposal communicates a particular message on behalf of the City consistent with these Program Guidelines. If the City Manager determines that a

particular message is not in compliance with these Program Guidelines, the City Manager may choose not to implement the proposal. By implementing this policy, the City intends to facilitate assistance with communicating City messages. The City does not intend to create a public forum of any kind.

The City Manager may suspend the program described in these Program Guidelines at any time by providing public notice to the City Council.

### Proposal Submittal Requirements for Banners

- The following information shall be submitted as part of a proposal to demonstrate compliance with the provisions of these street banner program guidelines:
  - A completed banner proposal form;
  - The name of the organization submitting the proposal, and the name, mailing address, email address, and telephone number of the person authorized to act on behalf of the proposer;
  - A proposed schedule for display of the banners. Banners may be displayed for a maximum of two weeks.
  - The desired location for the Banner.
  - Camera-ready artwork of the proposed banner design with colors and dimensions;
  - Other information as indicated on the proposal form or determined by the City to ensure compliance with these guidelines.
  - The proposal must be signed by the designated signature authority of the proposer (e.g., president, chair, etc.).
- The City Manager will review proposals on a first-come, first-served basis. If a time conflict occurs between an accepted proposal and a pending proposal, the approved proposal will be provided precedence. The City Manager may also determine that certain timeframes will be reserved for particular City messages for which no proposal has been provided to the City. The pending proposer will be provided an opportunity to request an alternate timeframe.
- Proposals will generally be reviewed within 30 days of receipt by the City.

### Design Requirements

- Horizontal Banners: Banners spanning a City street shall meet the following additional requirements:
  - Designed with a minimum 16 oz. canvas or other approved material.
  - Banner requires five (5) one (1) inch metal eyelets along the top edge of the banner and five (5) metal eyelets along the bottom edge of the banner. All four (4) corners are required to be re-enforced (see attached diagram).
  - No banner extending across the street shall exceed 3 ft. in height. The typical size for a banner spanning a city street is 3' in height and 20' in length.
  - Wind slots are semi-circular in shape and cut into the center face of

banner every four (4) ft.

- There must be a minimum of eighteen (18) feet of clearance between the bottom of the banner and the street.

#### Installation and Removal Requirements

- The City shall be responsible for the installation and removal of banners.

#### Time Limits

- A banner may be displayed for a maximum of two (2) week period.
- Proposer must deliver the banner to Room 3 in the Auburn City Hall at least five working days before display period with completed proposal and payment.
- Proposer must pick up the banner in Room 3 of the Auburn City Hall no later than ten (10) days after the banner comes down. Banner will be discarded 10 days after the display period is complete or banner is removed.
- Notwithstanding these standard time limits, the City Manager may authorize an extended delay period, taking into account requests from other banner proposers and physical condition of the banners.
- The City retains the right to change or eliminate the location of an installed banner whether the banner location is on a light pole or in a location spanning across a city street.

#### Maintenance Requirements

- The proposer shall be responsible for maintaining its banners in good condition. If banners become torn, dirty or weathered, the City, at its discretion, may remove the banner. The City shall not be responsible for the condition of, or maintenance of, the banner